7 sponsorwise||My Sponsorwise||Browse||Search||About Us|



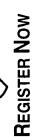




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Registering offers several advantages for both Sponsors and Sponsorship Properties:

FOR SPONSORS:

isting of sponsorship opportunities. Easy access to a comprehensive

FOR SPONSORSHIP PROPERTIES:

Thousands of qualified buyers will have access to your listing everyday.

For the first time:

sponsorship marketing community Sponsorwise is uniting the global in one easy-to-use marketplace.

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Browse Select Browse Category ▼

Search



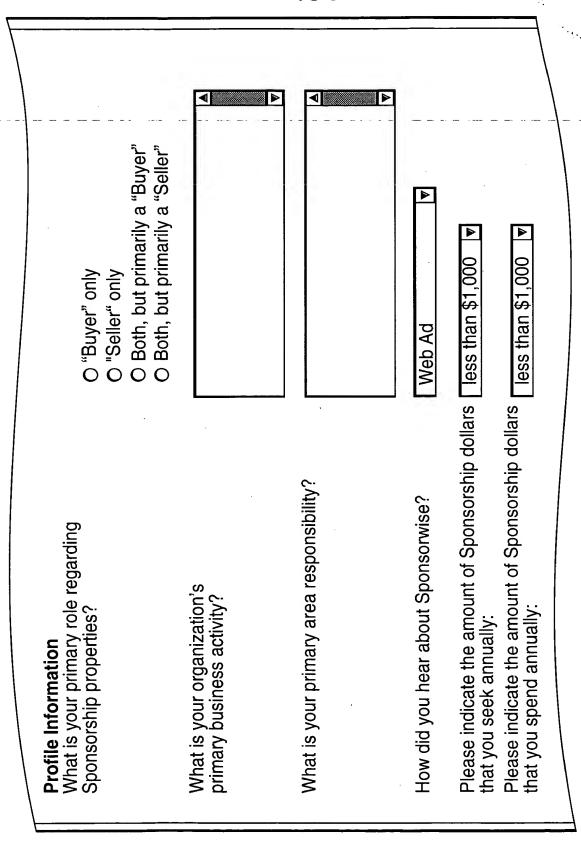


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sponsorwise Sponsorwise
Registration Form
Sponsorwise, the preeminent website for sponsorship opportunity presentation and management, will launch in the first quarter of 2001. You have the opportunity to benefit as a Charter Subscriber, if you act now. This offer in only available to the first 300 subscribers.*
 Your property (event) will be listed as a Charter Subscriber. Your property will be listed on a complementary basis for the first six months of 2001. Subject to your final approval, there will be a listing fee established following the first six months of 2001.
Please complete the Registration form below. An asterisk (*) indicates required items.
LogIn Information
* User Name Your User Name must be at least 6 characters in length.
*Password
*Verify Password
Password Question: [Select a question to answer]
*Answer: If you forget your password we will identify you with this information; you will need to remember this answer exactly as it is typed above.

Contact Information *First Name:	Middle Initial:
*Last Name:	
Title:	
*Company/ Organization:	Division:
Address Line 1.	
*City:	
*State, Territory or Province:	
*Zip Code/	
Required for US and C	Postal Code. Required for US and Canadian addresses only.
*Country	United States of America ▼
Other: Please complete if "Oth	Other: Please complete if "Other" is selected as Country above.
*Main Phone:	Extension:
Alternate Phone:	
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Email Address:	
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Year 🔻

Month

*Expiration Date:

*Billing Address Line 1:

Billing Address Line 2:

*City:	
*State, Territory or Province:	
*Zip Code/ Postal Code:	*Zip Code/ Postal Code:
*Country	Inited States of America ▼
Other:	
Please complete if "Oth	Please complete if "Other" is selected as Country above.
CANCEL	SUBMIT

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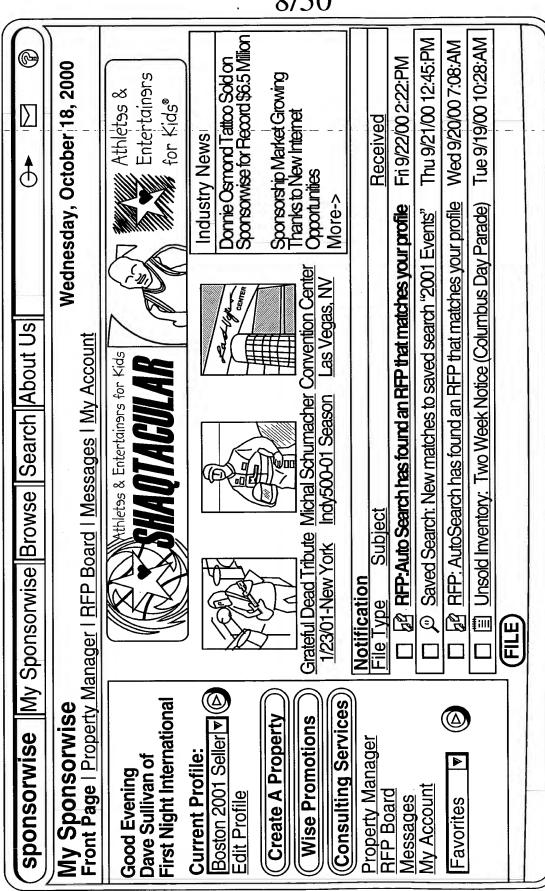
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RFP From Anonymous Buyer My Sponsorwise > RFP Board > RFP Overview Audience Description Mark Company/ Internet-based organization	mous Buver
Overview Audience Company/ Intern	
Company/ Intern	Overview Audience Description Marketing Opportunities Contact Information
Justiliess Type.	Internet-based organization
Market Description: Spons	Market Description: Sponsorship services company aimed at progressive companies looking to enhance
suods	sponsorship marketing opportunities and management. Main focus of activity is
creating t	ng brand awareness in new market area – East Coast.
Time Frame: January	ary 1, 2001 - March 31, 2001
Budget Parameters: \$20,000	00
Key Characteristics:	
Preferred Location: Zip C	Zip Code: 02107
State: MA	Boston MA
Region:	
Chosest Chosest	
Qualifications:	sol will offily accept proposals with pricing illorination
Preferred Property	
rype: Festiv	Festivals/Events
This RFP was distrib	This RFP was distributed only to those Property Owners who meet target parameters.

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(REPLY TO THIS RFP) This RFP was distributed only to those Property Owners who meet target parameters. **†** Overview | Audience Description | Marketing Opportunities | Contact Information Teenagers (13-17): *50%* Young Adults (18-35): *50%* Mature Adults (36-55): | \$25,000 - \$39,999: | \$40,000 - \$54,999: | \$55,000 - \$74,999: **50%** | \$75,000 - \$99,999: **50%** | \$100,000 - \$149,999: Young Children (0-12): Audience Keywords: fine dining, jazz, visual arts, young, professional sponsorwise ||My Sponsorwise||Browse || Search ||About Us Elderly (76+): \$150,000+: 50% 20% **RFP From Anonymous Buyer** My Sponsorwise > RFP Board > RFP Reached by media promotion and PR. Expanded Audience: 250,000 Attending Audience: 55,000+ 20% Household Income: Age:

sponsor	sponsorwise My Sponsorwise Browse Search About Us	
RFP From My Sponson	RFP From Anonymous Buyer My Sponsorwise > RFP Board > RFP	REPLY TO THIS RFP
Overview (Overview Audience Description Marketing Opportunities Contact Information	mation
Marketing	Marketing Opportunities: Television Media VIP Hospitality Signage with description windows	
This	This RFP was distributed only to those Property Owners who meet target parameters.	t target parameters.

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Proposal Wizard	/izard		NEXT
	VIEW PROFILE ATTA	ATTACH DOCUMENTS PAYMENT	AYMENT SEND
Review your Profile information.		Click the "Edit" link if changes are needed.	leeded.
Contact Information:	ion:		
First Name:	Dave	Last Name:	Sullivan
Title:	Associate Director	Company:	First Night International
Email:	dsullivan@firstnightintl.org	org.	- 10
Phone:	617-357-0065	Fax:	617-357-0066
Street Address:	200 Lincoln Street	Apartment, Suite Suite 301 or Mail Stop:	Suite 301
City:	Boston	State, Province or Territory:	MA
Zip/Postal Code:	02111-2418	Country:	United States of America
Property Overview:	i		
Property Name:	First Night 2001		
Link to Property Description:		http://www.sponsorwise.com/FirstNightBoston2001.isp	ightBoston2001.isp
	Edi	Edit Profile	
CANCEL			NEXT

orwise My Sponsorwise	Proposal Wizard	VIEW PROFILE ATTACH DOCUMENTS PAYMENT SEND	Add documents to your proposal. Upload new documents, or select documents from your personal filing cabinet.	UPLOAD PERSONAL FILING CABINET Add a new document Find a document in your filing cabinet	
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Attached Documents	ts Description	File Type Delete
FirstNight2000.ra	Multimedia overview of our Year 2000 celebrations. Requires RealPlayer.	Real Multimedia
Financials.xls	Full financial disclosures.	Excel
HappyNotes.txt	Tons and tons of letters from happy Sponsors!	Text
	OK)	<u>Delete</u> <u>Checked</u>

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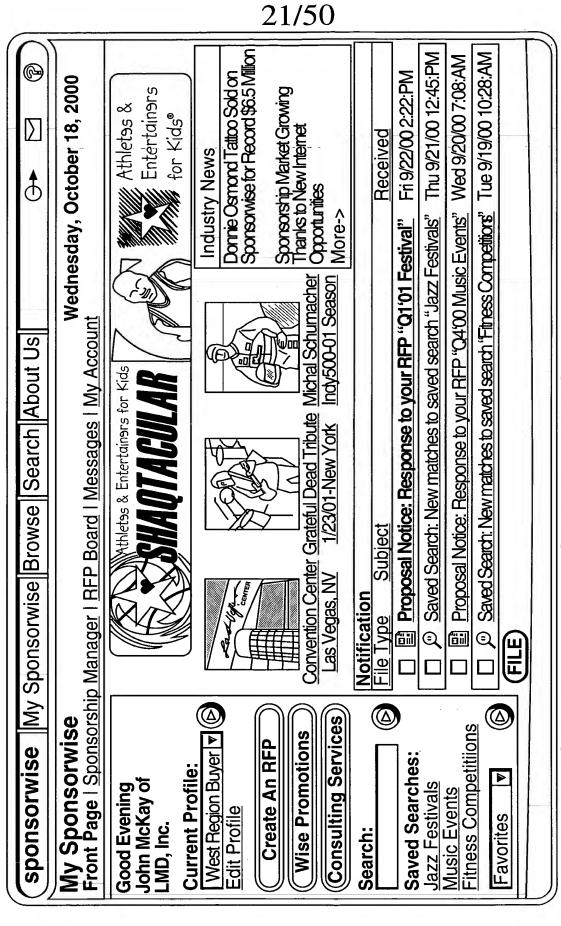
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sponsorwise My Sponsorwise	Proposal Wizard	VIEW PROFILE ATTACH DOCUMENTS PAYMENT	Add documents to your proposal. Upload new documents, or select documents from your personal filing cabinet.	UPLOAD Add a new document Add a new document Find a document in your filing cabinet	Attached Documents Description	FirstNight2000.ra Multimedia overview of our Year 2000 celebrations. Requires RealPlayer.	Financials.xls Full financial disclosures.	HappyNotes.txt Tons and tons of letters from happy Sponsors!	(CANCEL)

(NEXT⊳) (NEXT⊳) **⊘PREVIOUS** SEND RFP Reply Credit Balance: 2 credits available -- you may proceed to the next step. ATTACH DOCUMENTS PAYMENT **Purchase Additional Credits** VIEW PROFILE sponsorwise | My Sponsorwise Confirm your payment status. Proposal Wizard (CANCEL)

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sponsorwise My 8	My Sponsorwise	
Proposal Wizard	ard	(SENDE SENDE
	VIEW PROFILE ATTACH DOCUMENTS PAYMENT	SEND
Review and send your proposal.	proposal. Click the "Previous" button if you want to make changes. Click "Send" to release your proposal.	make changes.
1. Review the RFP you are re	are responding to.	
2. Check your attachments.	nents.	
Attached Documents	Description	File Type
FirstNight2000.ra	Multimedia overview of our Year 2000 celebrations. Requires RealPlayer.	Real Multimedia
Financials.xls	Full financial disclosures.	Excel
HappyNotes.txt	Tons and tons of letters from happy Sponsors!	Text
3. Create a cover note	Create a cover note to accompany your proposal. (optional)	
CANCEL		
Home My Sponsorwise	rwise Browse Search About Us Contact Us	Help Terms of Use Fig.

	INT SEND	marketplace.	
Sponsorwise My Sponsorwise Droposal Wizard	Your proposal has been successfully sent. A confirmation note will be sent to your My Sponsorwise page.	Thank you for using Sponsorwise the smart sponsorship marketplace.	



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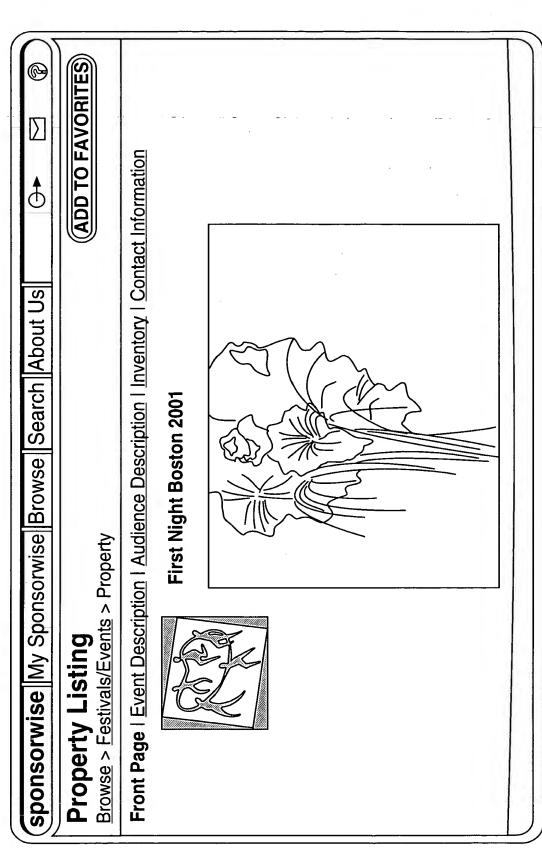
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Tons and tons of letters from happy Sponsors!

HappyNotes.txt

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Proposal Viewer My Sponsorwise > RFP Board >	3oard >	RFP > Proposal	_				-	
	First Night Boston 2001 Cover Note From Property Owner: Thank you for the opportunity to present our First Night Boston sponsorship opportunities. First Night Boston is the largest New Year's celebration in North America; featuring theatre, dance, fireworks and much more. Please note that the attachments below provide additional information the Excel spreadsheet contains full financial disclosures.	From Property Owner: Trom Property Owner: To the opportunity to present to be oston is the largest New ce, fireworks and much more increasion the Excel spread of the contact of the co	1 Dwner: to present st New Yer much more cel spreac	our First ar's celet e. Pleasi isheet ca	t Night Boston bration in Nortl e note that the ontains full fine	sponsorship h America; fe e attachments ancial disclos	opportunit aturing s below pro ures.	ies. wide
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Property Listing	
	(ADD TO FAVORITES)
Browse > Festivals/Events > Property	> Property
Front Page Event Descri	otion Audience Description Inventory Contact Information
Name:	First Night Boston 2001
Years in Existence:	24
Property Type:	
	Festivals/Events
Attending Audience:	3,000,000
Extended Audience:	5,000,000
Key Characteristics:	★M回配館 The contract of the c
Event Summary:	First Night Boston is the largest New Year's celebration in North America.
	First Night is an exciting city-wide arts festival featuring theatre, dance,
	Visual art, tamily entertainment, large-scale ice sculptures, the First Night Grand Procession, fireworks and much more
Event Date(s):	December 30, 2000 - January 2, 2001
Venue Location:	Zip Code: 02107 City: Boston
	Region: Northeast Closest Major Market: Boston
Sponsorship Price Range:	\$2,000 - \$200,000
This RFP was distrib	outed only to those Property Owners who meet target parameters.

sponsorw	sponsorwise Browse Search About Us ⊖► ⊠
Property Listing Browse > Festivals/Fven	Property Listing Browse > Festivals/Fvents > Property
Front Page E	Front Page Event Description Audience Description Inventory Contact Information
Attending Au	Attending Audience: 3,000,000
Household Income:	10% 5% 5% 5%
	30% = \$75,000 - \$99,999: 15 %
	30% ■ \$100,000 - \$149,999: 70 % ■ \$150,000+: 5 %
Age:	7% 3% 5% 10% ■ Young Children (0-12): 5% ■ Teenagers (13-17): 10%
	□ Young Adults (18-35): 25% □ Mature Adults (36-55): 50%
Gender:	50/50
Audience De The majority o	Audience Description: First Night attracts a diverse population from families and kids to seniors. The majority of the audience enjoy fine arts, jazz, classical music, and live entertainment.

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sponsorwise My Sponsorwise Browse Search About Us ⊕ ☑ ◎
Property Listing Browse > Festivals/Events > Property
Front Page Event Description Audience Description Inventory Contact Information
Marketing Opportunities: TV
Frint Live entertainment Exclusivity Booth/Display
Signage Hospitality Merchandising
Radio

Help Terms of Use Home My Sponsorwise Browse Search About Us Contact Us

ponsorwise Browse Search About Us	als/Events > Property	Front Page Event Description Audience Description Inventory Contact Information	Sullivan	357-0065	dsullivan@firstnightintl.org	
Isorwise My Sponso	Froperty Listing Browse > Festivals/Events > Po	Page I Event Description	Contact: Dave Sullivan	Phone: 617-357-0065	email dsullivan@firstnight Address:	

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Search Basic Search Saved Searches)
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 Advanced Search Saved Searches 	100
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Home My Sponsorwise Browse Search About Us Contact Us

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Dates: From: Select Month ▼ Select Year ▼ From: Select Month ▼ Select Month ▼ Select Month ▼ From: Select Month ▼ Select Month ▼ Select Month ▼ From: Select Month From: Select Month ▼ Select Month ▼ From: Select Month ▼ From: Select Month ▼ Select Month ▼ From: Select Month ▼ From: Select Month ▼ From: Select Month ▼ From: Select Month From: Select Month ▼ From: Select Month From: Select Month	ee Listings		acteristics.	
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Home My Sponsorwise Browse Search About Us Contact Us Help Terms of Use Fig. 30

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☐ Include Free Listings	Mi div A F		
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Select Minimum Income	Select Age Range O	Reach more malesReach more females	
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Save	(SEARCH) Save this Search		
 Basic Search 			
 Saved Searches 			

@ Reach both males and female \sum ▼ 2001 O Reach more females **†** O Reach more males To: September Gender: sponsorwise | My Sponsorwise | Browse | Search | About Us Key characteristics: Add **Desired Age Range:** For majority of audience. Mature Adults (36-55) ▼ Save this Search ▼ 2001 SEARCH Basic Search | Advanced Search | Saved Searches From: June Sorry, no results were found. Dates: Name, Description, or Keywords: Income: For majority of audience. Minimum Desired Household Include Free Listings Advanced Search: \$40,000 - 54,999 ▶ **Event Type:** Results: Search M

Help Terms of Use Home My Sponsorwise Browse Search About Us Contact Us

Save Your Search Please enter unique name for your search. enter search name Character and continuously and notify me of new matches	sponsorwise My Sponsorwise Browse Search About Us	Å	
Please enter unique name for your search. — enter search name — Run continuously and notify me of new matches	Save Your Search		
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Fig. 33

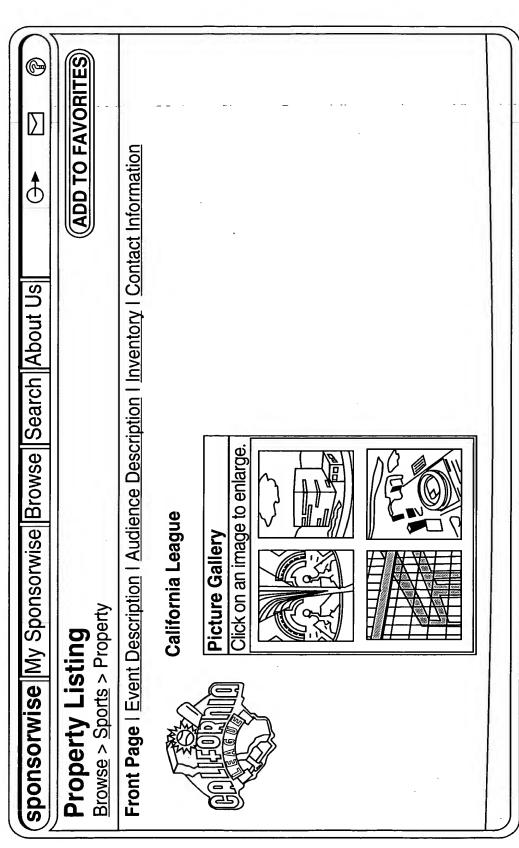
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		Your search "Summer Family Activity" has been saved. <u>(0</u> k)			
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Advanced Search: Name, Description, or Keywords:	Key characteristics: Add		5
☐Include Free Listings	₩ div de F		
Event Type: Dates:			
All From: June	une ▼ 2001	▼ To: September ▼ 2001	A
Minimum Desired Household Income: For majority of audience. \$40,000 - 54,999 ▼	Desired Age Range: For majority of audience. Mature Adults (36-55)[▼	Gender: O Reach more males O Reach more females	
		© Keach both males and temale	Φ
Results: California League Baseball	score: 95%		
	Save this Search		



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Property Listing	(ADD TO FAVORITES)
Browse > Sports > Property	
Front Page Event Descri	Front Page Event Description Audience Description Inventory Contact Information
Name:	California League
Years in Existence:	65
Property Type:	•X
	Sports
Attending Audience:	2,000,000
Extended Audience:	3,300,000
Key Characteristics:	
Event Summary:	The California League is a Class A Minor League Baseball league with 10 teams playing in California. Twenty-five percent of major league
	players have played in the California League. Baseball for purists.
Event Date(s):	April 2000 - September 2000
Venue Location:	Zip Code: NA City: NA Region: West Closest Major Market: SF & LA
Sponsorship Price Range:	\$10,000 - \$100,000
This RFP was distrib	outed only to those Property Owners who meet target parameters.

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Spoils of wise wise browse search About Us	
Property Listing Browse > Sports > Property	
Front Page Event Description Audience Description Inventory Contact Information	
Marketing Opportunities: TV Radio	
Print Internet	
Direct Mail Exclusivity	
Booth/Display	
Hospitality	
Merchandising	
Individual Opportunities: Hat Day: \$10,000, 20,000 given away Backpack Day: \$25,000, 10,000 given away	

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Propert Browse > 5	Property Listing Browse > Sports > Property	ADD TO FAVORITES
Front Page	Front Page Event Description Audience Description Inventory Contact Information	t Information
Contact:	Pete Thureson	- -,
Title:	Director of Marketing	
Phone:	408-369-8038	
email Address:	thursty1@calleague.com	-,
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Athletas & Entertainars for Kids

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Entertainers

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Industry News

Athletss &

Sponsorship Market Growing Thanks to New Internet Opportunities More->

Grateful Dead Tribute Michal Schumacher Convention Center 1/23/01-New York Indy500-01 Season Las Vegas, NV

Las Vegas, NV

42/50

Thu 9/21/00 12:45:PM Tue 9/19/00 10:28:AM Wed 9/20/00 7:08:AM Fri 9/22/00 2:22:PM Received 層 RFP: Auto Search has found an RFP that matches your profile 局 RFP: AutoSearch has found an RFP that matches your profile Saved Search: New matches to saved search "2001 Events" Unsold Inventory: Two Week Notice (Backpack Day) Subject Notification File Type

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Fig. 42

A Cal League Seller California League Pete Thureson of **Current Profile: Good Evening**

Edit Profile

Wise Promotions Create A Property

Consulting Services

Property Manager My Account RFP Board Messages







Favorites



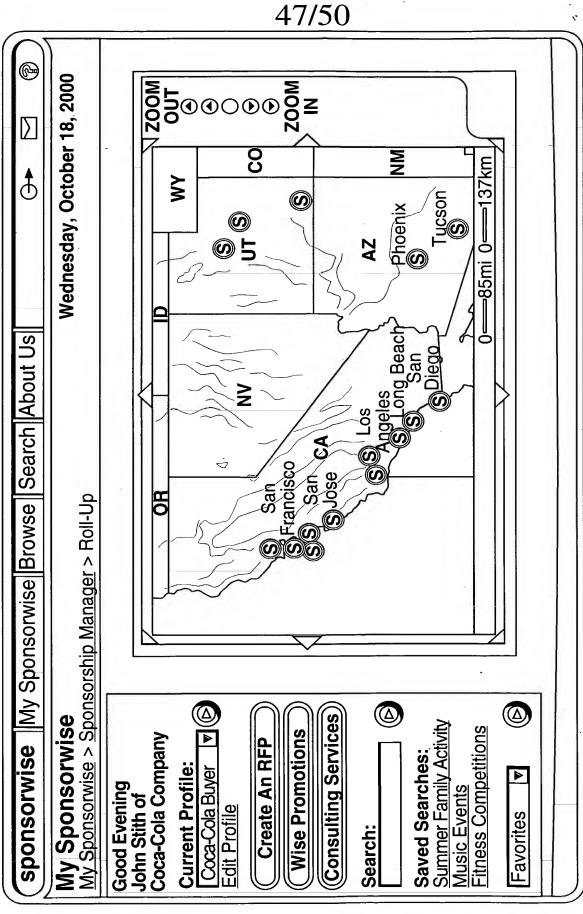


	43/	' 50		43
Sponsorwise Wise Promo Wizard Wise Promo Wizard PROMO TYPE WISE PROMO SET-UP PAYMENT POST Select promotion(s) to maximize your exposure to buyers.	Wise Promo Options: [A Wise Buys List your unsold and "one-off" inventory to buyers looking to supplement their Sponsorship holdings. Wise Buys will be viewable under its own category by all Sponsorwise visitors who browse Sponsorwise. In addition, appropriate Buyers will be notified when your offering matches their interest. Specifications & Restrictions: By enrolling your property in the Wise Buys program, you agree to decrease the price by 10% from the latest listing price, and to decrease the price by at least an additional 25% per day until property is figurated. Click here for more information	 ☐ Banner Maximize exposure to the Sponsorwise community with premium placed advertising messages and create a call to action. A powerful way to make sure your message is heard. Specifications: Banner ads measure up to 475 pixels x 175 pixels. A graphic (JPEG or GIF) must be supplied for upload at the time of sign-up. Click here for more information 	 ☐ Featured Draw attention to your offering and be seen as a featured selection at the top of category Selections Browse pages. A great showcase to highlight your opportunity and stand out from the crowd. Specifications: Featured Selections measure 100 pixels x 100 pixels. A graphic (JPEG or GIF) must be supplied for upload at the time of sign-up. Click here for more information 	(NEXTEX) Home My Sponsorwise Browse Search About Us Contact Us Help Terms of Use Fig. 43

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			Services Design Ining	Price	al, regional,	\$6,000	\$5,000	\$5,000	\$3,000 per donation	\$1,500	\$1,000	percent of season.	\$10,000
1	100	Services	Consulting Services Banner/Ad Design Event Planning	Dates	echnology, loca revolution	al 9/14/00- 9/17/00	nity, 9/14/00- 9/17/00	9/14/00- 9/17/00	9/14/00- 9/17/00	9/14/00- 9/17/00	9/14/00- 9/17/00	mia. Twenty-five ps:2,000,000 per	9/25/00-10/3/00
sponsorwise My Sponsorwise Browse Search About Us Wise Buys	My Sponsorwise > Browse Properties > Wise Buys		Sports Stadium St. Louis, MO Las Vegas, NV 1/23/01-New York Indy500-01 Season	Property Inventory	The SoFA Music Experience is a weekend long event showcasing new music technology, local, regional, and national caliber bands and Silicon Valley companies active in the digital music revolution	VIP Party Sponsorship - Exclusive sponsorship of the VIP Party, on-site promotional opportunity, on-site signage	Outdoor Stage Sponsorship - Naming rights to an outdoor stage, on-site opportunity, 9/14/00-on-site signage, admission to all event functions.	T-shirt Sponsorship - Exclusive sponsorship of event T-shirt, logo inclusion on T-shirt, admission to all event functions.	Beverage Sponsorship - Logo inclusion on all collateral, use of logo cups, on-site opportunity, and on-site signage.	Corporate Sponsorship - 10' \times 10' booth inside Saturday Expo, 10' \times 10' booth at Sunday Festival, signage opportunity, admission to all event functions.	Expo Sponsorship - 10' x 10' booth at Saturday Expo, signage opportunity inside Expo	The California League is a Class A Minor League Baseball league with 10 teams playing in California. Twenty-five percent of major league players have played in the California League. Baseball for purists. The league averages 2,000,000 per season.	Hat Day - Official, high-quality, CBL hats with your company logo to be distributed to the first 2000 kids at the last homestand of each of 10 California League teams.

		46/50	9
	Wednesday, October 18, 2000	Entertainers For Kids® For Kids® For Kids® For Kids® Cornie Osmond Tattoo Soldon Sponsowise for Record \$6.5 Million Sponsowise for New Internet Opportunities More-> Received Fri 9/22/00 2:22:PM Fri 9/22/00 12:45:PM Events® Wed 9/20/00 7:08:AM ripetitions® Tue 9/19/00 10:28:AM	Help Terms of Use Fig. 46
My Sponsorwise Browse Search About Us	RFP Board Messages My Accoun	Athletes & Entertainers for Kids Athletes & Entertainers Athletes & Entertainers Athletes & Entertainers Entertainer	Browse Search About Us Contact Us
sponsorwise My	My Sponsorwise Front Page Sponsorship Manager	Good Evening John Stith of Coca-Cola Company Current Profile: Coca-Cola Buyer Edit Profile Coca-Cola Buyer Edit Profile Coca-Cola Buyer Edit Profile Coca-Cola Buyer Edit Profile Coca-Cola Buyer Edit Profile Coca-Cola Buyer Edit Profile Search: Search: Saved Searches: Summer Family Activity Music Events Fitness Competitions Fitness Competitions	Home My Sponsorwise



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My Sponsorwise My Sponsorwise > Sponsorship Manager > Roll-Up > California	orship Manager >		Wednesday, October 18, 2000
Good Evening	California Spor	Sponsorships	
John Stith of Coca-Cola Company	Date	Event	Location
Current Profile:	9/2/00 - 10/1/00	Shakespeare in the Park	Golden Gate Park San Francisco, California, USA
Edit Profile	9/21/00 - 9/24/00	California Bluegrass & Cowboy Music Festival	Plymouth, California, USA
Create An RFP	9/22/00 - 9/24/00	International Jazz Festival	Santa Barbara, California, USA
Wise Promotions	9/22/00 - 9/24/00	San Francisco Blues Festival	Great Meadow, Fort Mason San Francisco, California, USA
Consulting Services	9/22/00 - 9/23/00	World Music Festival	Chico, California, USA
Search:	9/23/00 - 9/24/00	10th Annual International Friendship Festival	El Cajon, California, USA
Saved Searches	9/29/00 - 10/1/00	California International Airshow	Salinas, California, USA
Summer Family Activity Music Events	10/5/00 - 10/15/00	5/00 Mill Valley Film Festival	Various Locations Mill Valley, California, USA
Fitness Competitions	10/6/00 - 10/8/00	Fleet Week	Pier 39 San Francisco, California, USA
Favorites •	10/6/00 - 10/8/00	The Great Temecula Tractor Race	Temecula, California, USA

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